

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

## PATENT APPLICATION

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Applicant(s): **Donald F. Gordon et al.**  
Case: **DIVA/308** Group Art Unit: **3623**  
Serial No.: **09/737,841** Filed: **December 14, 2000**  
Examiner: **Jeanty, Romain**  
Title: **METHOD AND APPARATUS FOR COLLECTING AND  
REPORTING CONSUMER TREND DATA IN AN INFORMATION  
AND DISTRIBUTION SYSTEM**

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

SIR:

PRELIMINARY AMENDMENT

This Preliminary Amendment accompanies a Request for Continued Examination filed simultaneously herewith in response to the final Office Action mailed on November 19, 2003.

Please preliminarily enter this amendment and reconsider the claims now pending in the application. Although Applicants believe only the Request for Continued Examination filing fee and a one month extension of time fee are due, the Commissioner is authorized to charge any fees due, including additional extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/TVG/308.